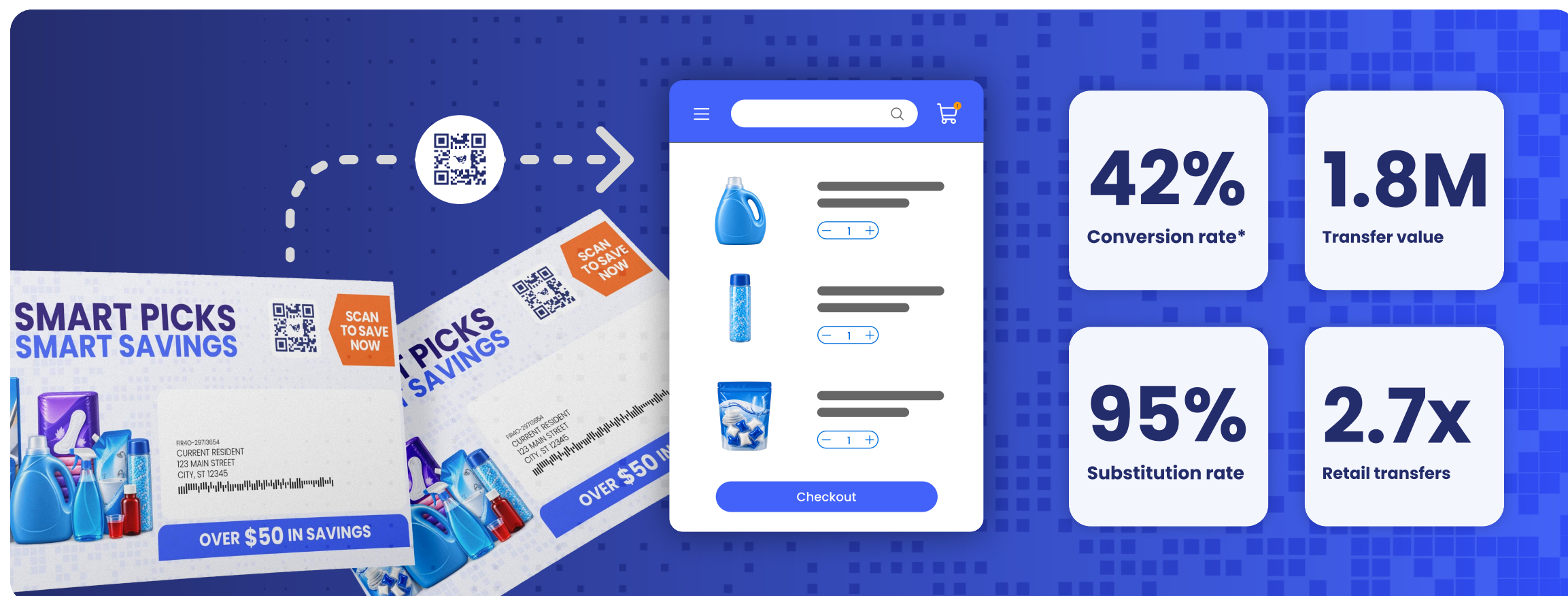


From Mailbox to Cart

How a globally leading CPG manufacturer deployed a SmartCommerce-powered QR code to drive a massive 42% conversion rate and \$1.8M in transfer value.



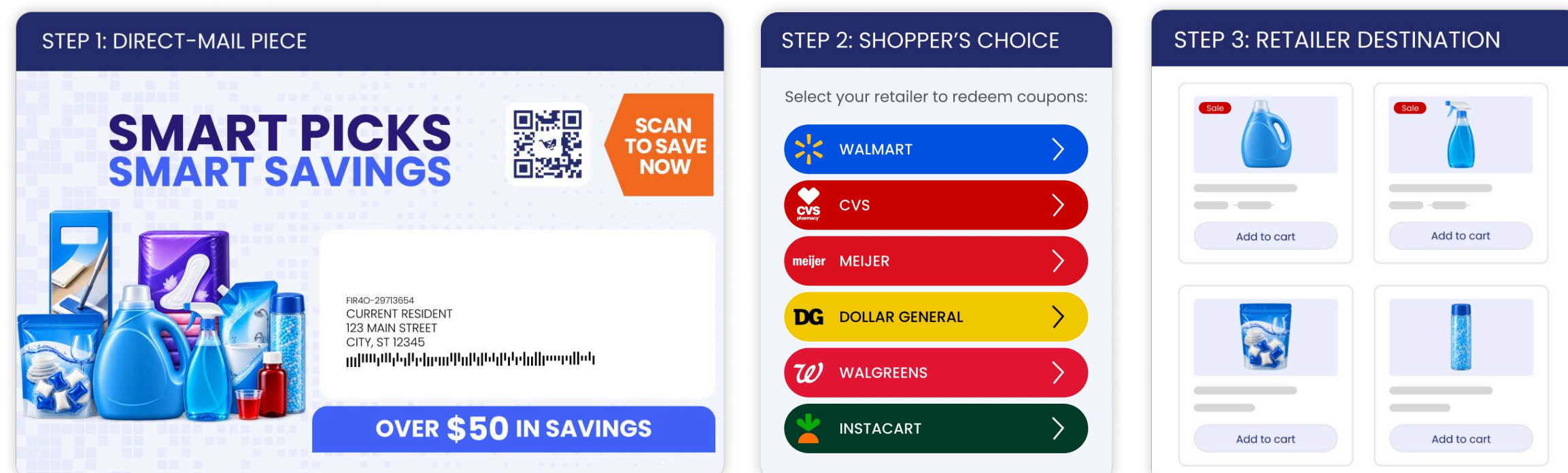
A global leading CPG manufacturer wanted to extend the impact of a direct-mail promotion beyond the mailbox, giving consumers an immediate way to shop the products featured in the campaign.

By adding a **SmartCommerce-powered QR code** to the mailer, the manufacturer connected a physical marketing touchpoint to a branded digital retail experience. A scan opened a natively rendered **SmartLink** landing page for consumers to select their preferred retailer and continue shopping the products featured in the promotion.

THE SOLUTION

From Scan to SmartLink to Retail

Scanning the QR code launched a **SmartCommerce-powered experience**, giving consumers a simple way to choose where they wanted to shop. From there, shoppers selected their preferred store and continued to a store destination featuring products from the mailer.



SmartCommerce also helped prevent abandonment when real-world product availability changed. If the original item was unavailable, **AI-powered SmartSubstitution** routed the shopper to an in-stock size, pack, or similar product from the brand.

The connected activation also made the physical campaign measurable beyond the scan, providing visibility into shopper engagement and where consumers went next across products and retailers.

THE RESULTS

Turning Scans into Retail Action

Consumers didn't stop at scanning the QR code. They continued through the SmartCommerce experience and into retail at a significant rate.

The campaign drove a **42% conversion rate**, with more than **148,000 retailer transfers** representing **\$1.8 million in transfer value**. SmartSubstitution also delivered a **95% substitution rate**, helping protect high-intent shopping moments when the original product was unavailable.

More than **356,000 SmartLink** opens demonstrated the scale of engagement generated from a traditionally offline marketing channel.

148K+

Retailer transfers

\$1.8M

Transfer Value

356K+

SmartLink opens

**Conversion rate reflects the percentage of Shopper's Choice visitors who clicked through to a retailer.*

THE TAKEAWAY

Every Touchpoint is a Buying Opportunity

A physical mailer doesn't have to be the end of the journey.

With a **SmartCommerce-powered QR code**, this major CPG manufacturer gave consumers a simple way to move from a moment of interest to the retailer where they preferred to shop. **SmartLink** created the path to retail, while **SmartSubstitution** helped protect that path when product availability changed.

The result: a traditional direct-mail campaign became a connected commerce experience that drove measurable shopping action from mailbox to cart.



Want to see how SmartLink can make every one of your brand's touchpoints shoppable?

Schedule a Demo